

Message Text

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STATE/EUR/SOV PBROWN PHONE STATE/EUR/EE WSHEPARD PHONE

STATE/EUR/EE MVHUEVEN PHONE STATE EUR/EE HGILMORE PHONE

USIA/IOP/C JNOVICK PHONE

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P 162056Z AUG 74

FM SECSTATE WASHDC

TO AMEMBASSY BUCHAREST PRIORITY

AMEMBASSY BUDAPEST PRIORITY

AMEMBASSY MOSCOW PRIORITY

AMEMBASSY PRAGUE PRIORITY

AMEMBASSY SOFIA PRIORITY

AMEMBASSY WARSAW PRIORITY

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E.O. 11652:N/A

SUBJECT: U.S.A. - A PHOTO ESSAY BY FRED MAROON

FOR P AND C

1. THE AGENCY IS PRODUCING A MAJOR PRESTIGIOUS PHOTOGRAPHIC EXHIBIT OF THE UNITED STATES AS SEEN THROUGH THE LENS OF FRED MAROON, A FAMOUS WASHINGTON, D.C. PHOTOGRAPHER.

2. THE EXHIBIT IS IN KEEPING WITH ONE OF THE AGENCY'S PRIME OBJECTIVES TO PROMOTE TOURISM TO THE UNITED STATES. IT CONVEYS THE FEELING THAT AMERICA IS A COUNTRY THAT IS RICH IN TRADITION, A COUNTRY THAT IS FUN LOVING, PATRIOTIC, PROGRESSIVE AND ENDOWED WITH AN ABUNDANCE OF NATURAL AND MAN-MADE BEAUTY; A COUNTRY WHICH WOULD BE A

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PLEASURE TO VISIT.

3. COLOR PHOTOGRAPHS RANGING IN SIZE FOR 11" X 16" TO 33" X 49" ARE MOUNTED ON LIGHT WEIGHT WHITE FORMICA PANELS TRIMMED IN ALUMINUM. THREE PANELS JOIN TOGETHER WITH VINYL HINGES TO FORM PRISMS AND ALL PANELS ARE INDIVIDUALLY LIGHTED WITH SPOT LIGHTS. THERE IS A TOTAL OF 66 PANELS 36" X 90", FORMING 22 PRISMS IN THE EXHIBIT. THE EXHIBIT CAN BE ERECTED AND DISMANTLED WITH A MINIMUM OF EFFORT AND MANPOWER. TEXTS AND CAPTIONS ARE IN ENGLISH AND ARE KEPT TO A MINIMUM. HOWEVER, THE EXHIBIT HAS BEEN SPECIFICALLY DESIGNED TO ACCOMMODATE LOCAL LANGUAGE TEXTS AND CAPTIONS WHICH CAN BE EASILY ATTACHED AND DETACHED.

4. THE THEMATIC CONTENT INCLUDES A TITLE PANEL, AN INTRODUCTION, A BIOGRAPHY OF FRED MAROON, STATEMENTS FOR THE THREE THEMATIC CATEGORIES AND 80 COLOR PHOTOGRAPHS. THE THEMATIC CATEGORIES ARE: HISTORICAL/TRADITIONAL: CONTEMPORARY AND SCENIC. THE EXHIBIT OCCUPIES AN AREA OF APPROXIMATELY 3,000 SQ. FT.

5. THE EXHIBIT IS PACKED IN SPECIAL SHIPPING CASES WITH EXTRA LIGHT BULBS. IT IS OFFERED TO EACH POST FOR UP TO THIRTY DAYS FOR THE RMS FEE OF DOLS 750.00 INCLUDING INBOUND AND OUTBOUND SURFACE SHIPMENT. RMS IDENTIFICATION NUMBERS SHOULD BE RECEIVED BY ICS/E NO LATER THAN SEPTEMBER 16, 1974. THE AGENCY WILL THEN PREPARE AN APPROPRIATE ITINERARY AND INFORM THE POSTS. KISSINGER

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To: BUCHAREST MULTIPLE
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